1.00



WESH 1021 N. Wymore Rd. Main: (407)645-2222

Winter Park, FL 32789

Billing: (407)389-7661

www.wesh.com

Billing Address:

Crossroads Media Attention: Accounts Payable 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

Send Payment To:

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
936480-1	10/14/12	October 2012	10/01/12 - 10/08/12

Sales Office Station Account Executive Sales Region WESH Fran Berg Eagle-Washingt National

Advertiser Product Estimate Number AMERICAN CROSSROADS 692 American Crossroads - Issu

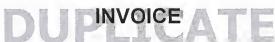
> Flight Dates Alt Order# Order# 07892674 936480 10/02/12 - 10/08/12 Billing Calendar Billing Type Deal# Broadcast Cash Special Handling IDB# Advertiser Code Product Code 11 27 Agency Ref Advertiser Ref

						Spots/			
ne Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
1 10/02/12	10/05/12	M-F Early Sunrise	5:00-6:00 AM	-11-1	:30	3	\$300.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 -11-1	Spots/Week 3	<u>Rate</u> \$300.00					
Spots: # 0			_	Start/End Time	Lengt	h Ad-ID			Rate Tyr
. –		02/12 5:24 AM M-F B		5:00-6:00 AM		O USPRTV19	9асн		\$300.00 N
		/03/12 5:53 AM M-F E	=	5:00-6:00 AM	:3	O USPRTV19	9асн		\$300.00 N
		/05/12 5:42 AM M-F E	-	5:00-6:00 AM	:3	0 USPRTV19	9асн		\$300.00 N
2 10/08/12 Class of	10/08/12 Fime - Immedia	M-F Early Sunrise ately Pre-emptible withou	5:00-6:00 AM	M	:30	1	\$300.00	NM	
Weeks:	Start Date 10/08/12	End Date 10/14/12 M	Spots/Week 1	<u>Rate</u> \$300.00					
Spots: # 0	Ch <u>Day Air</u>	Date Air Time Desc	ription	Start/End Time	<u>Leng</u>	th Ad-ID			Rate Tyr
1 V	VESHM 10	/08/12 5:41 AM M-F I	Early Sunrise	5:00-6:00 AM	:3	0 USPRTV19	9асн		\$300.00 N
3 10/02/12	10/05/12	M-F Sunrise @6AM	6:00-7:00 AM	-1111	:30	4	\$1,100.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 -1111	Spots/Week 4	<u>Rate</u> \$1,100,00					
Spots: # (Ch Day Air	Date Air Time Desc	ription	Start/End Time	Leng	th Ad-ID			Rate Ty
1 V	NESHTu 10	/02/12 6:42 AM M-F	Sunrise @6AM	6:00-7:00 AM	:3	O USPRTV1	9асн		\$1,100.00 N
2 V	WESHW 10	/03/12 6:14 AM M-F \$	Sunrise @6AM	6:00-7:00 AM	:3	30 USPRTV1	9асн		\$1,100.00 N
3 N	WESHTh 10	/04/12 6:27 AM M-F	Sunrise @6AM	6:00-7:00 AM	:3	30 USPRTV1	9асн		\$1,100.00 N
4 V	WESHF 10	/05/12 6:54 AM M-F	Sunrise @6AM	6:00-7:00 AM	:	30 USPRTV1	9асн	<u>-</u> -	\$1,100.00 N
4 10/02/12	10/05/12	NBC Today Show	7:00-9:00 AM	-1111	:30	4	\$1,600.00	NM	
Weeks:	Start Date	End Date MTWTFSS		Rate					
	10/01/12	10/07/12 -1111	4	\$1,600.00					D . T
Spots: # (Start/End Time		th Ad-ID	Over		Rate Ty
		/02/12 8:36 AM NBC	-	7:00-9:00 AM		30 USPRTV1			\$1,600.00
		/03/12 8:29 AM NBC	•	7:00-9:00 AM	-	30 USPRTV1 30 USPRTV1			\$1,600.00
		/04/12 7:23 AM NBC /05/12 8:42 AM NBC	•	7:00-9:00 AM 7:00-9:00 AM		30 USPRTVI 30 USPRTVI			\$1,600.00 f
									\$1,000.00 I
5 10/02/12	10/05/12	Regis & Kelly 9-10 A	M 9:00-10:00 AM	-1111	:30	4	\$800.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/19 _1111	1	00 0082					

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10/07/12

\$800.00



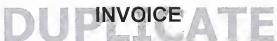


Invoice Date Invoice Month Invoice Period Invoice # 10/14/12 10/01/12 - 10/08/12 936480-1 October 2012

Ī	Advertiser	<u>Product</u>	Estimate Number
	American Crossroads - Issu	AMERICAN CROSSROADS	692

ne	Start Date	End Date	Description	Start/End Time	MTWTFSS L	Length	Spots/ Week	Rate	Туре	
5	10/02/12	10/05/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	-1111	:30	4	***\$800.00	NM	-2 -
	Spots: <u>#</u> Ch 2 WE	<u>Day</u> <u>Air</u> SHTu 10/	<u>Date</u> <u>Air Time</u> <u>Descrip</u> 02/12 9:45 AM Regis &		Start/End Time 9:00-10:00 AM		<u>h Ad-ID</u> O usprtv19	Эасн		<u>Rate</u> <u>Type</u> \$800.00 NN
	1 WE		03/12 9:58 AM Regis &		9:00-10:00 AM		0 USPRTV19			\$800.00 NN
			04/12 9:29 AM Regis &	=	9:00-10:00 AM		0 USPRTV19 0 USPRTV19			\$800.00 NN \$800.00 NN
_	3 WE		05/12 9:58 AM Regis &	Kelly 9-10 Alvi	9:00-10:00 AM	.3	U USPKIVI			\$800.00 1410
6	10/08/12	10/08/12	NBC Today Show	7:00-9:00 AM	M	:30	1	\$1,600.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSS M	Spots/Week 1	Rate \$1,600.00					
	Spots: # Ch	Day Air			Start/End Time		<u>h Ad-ID</u> 0 USPRTV19	DACH		Rate Type \$1,600.00 NM
	1 WE		08/12 8:26 AM NBC To	·	7:00-9:00 AM	.3				\$1,000.00 NI
7	10/08/12	10/08/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	M	:30	1	\$800.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSS M	Spots/Week 1	<u>Rate</u> \$800.00					-
	Spots: # Ch	Day Air			Start/End Time		<u>:h Ad-ID</u> :0 USPRTV1:	OACH.		Rate Typ \$800.00 Ni
	1 445	SHM 10/	/08/12 9:59 AM Regis 8	Kelly 9-10 AM	9:00-10:00 AM					Ф000.00 NI
8	10/02/12	10/05/12	NBC Today Show II	10AM-11AM	-1111	:30	4	\$700.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSS -1111	Spots/Week 4	<u>Rate</u> \$700.00				-	
	Spots: # Ch				Start/End Time		th Ad-ID	OACH.		Rate Typ
			/02/12 10:48 AM NBC To /03/12 10:28 AM NBC To	•	10AM-11AM 10AM-11AM		30 USPRTV1 30 USPRTV1			\$700.00 NI \$700.00 NI
			/04/12 10:58 AM NBC To	-	10AM-11AM		30 USPRTV1			\$700.00 N
	3 WE		/05/12 10:49 AM NBC To	•	10AM-11AM	:3	30 USPRTV1	9асн		\$700.00 NI
- 5	10/08/12	10/08/12	NBC Today Show II	10AM-11AM	M	:30	1	\$700.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 M	Spots/Week 1	Rate \$700.00					
	Spots: # Ch				Start/End Time 10AM-11AM		<u>th</u> <u>Ad-ID</u> 30 usprtv1	0 A C LI		<u>Rate Typ</u> \$700.00 Ni
		SHM 10.	/08/12 10:49 AM NBC To	•		.,				\$700.00 [N]
10	10/02/12	10/05/12	NBC Today Show III	11AM-12PM/10-1	1/ -1111	:30	4	\$600.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSS -1111	Spots/Week 4	<u>Rate</u> \$600.00					
	Spots: # Ch				Start/End Time		th Ad-ID	0.00		Rate Tyr
			/02/12 11:27 AM NBC To /03/12 11:52 AM NBC To		11AM-12PM/10-1 11AM-12PM/10-1		30 USPRTV1 30 USPRTV1			\$600.00 N \$600.00 N
			/03/12		11AM-12PM/10-		30 USPRTV1			\$600.00 N
			/05/12 11:51 AM NBC To		11AM-12PM/10-		30 USPRTV1			\$600.00 N
1	I 10/08/12	10/08/12	NBC Today Show III ately Pre-emptible without	11AM-12PM/10-1	1/ M	:30	1	\$600.00	NM	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	10/08/12 <u>Day Ai</u> i	10/14/12 M Date <u>Air Time</u> Descrip	1 otion	\$600.00 Start/E <u>nd Time</u>	l enc	ith Ad-ID			Rate Typ
					11AM-12PM/10-	-	30 USPRTVI	I O A C H		\$600.00 N
	1 WI	=SHM 10	/08/12 11:27 AM NBC T	oday Snow III	1 1AIVI-12FIVI/10-	117 .	20 02 LKI 47	LJACH		\$000.00 I

19 10/08/12 10/08/12 M-F 3-4 PM 3:00
Class of Time - Immediately Pre-emptible without notice





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice # Invoice Date Invoice Month Invoice Period 10/14/12 10/01/12 - 10/08/12 936480-1 October 2012

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMERICAN CROSSROADS	692

www.wesh.com											
Line Start D	ate End	Date	Desc	ription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
:4 °	ales & ;	h .	-				-	P*	i e	_	
Weeks:	<u>Start</u> 10/01		End Da		Spots/Week 4	<u>Rate</u> \$600.00					
Spots: #		ay <u>Air</u>		Air Time Descrip		Start/End Time		th Ad-ID			Rate Type
	4 WESHT		/02/12		ON NEWS 12-12:30	12:00-12:30 PM		30 USPRTV19A			\$600.00 NM
	1 WESHW 2 WESHT		/03/12 /04/12		OON NEWS 12-12:30 OON NEWS 12-12:30	12:00-12:30 PM 12:00-12:30 PM		30 USPRTV19A 30 USPRTV19A			\$600.00 NM \$600.00 NM
	WESHF		/05/12		ON NEWS 12-12:30	12:00-12:30 PM	.,	30 USPRTV19A			\$600.00 NM
13 10/08/1	12 10/0	8/12	M-F1	NOON NEWS 12-1	2:12:00-12:30 PM	M	:30	1	\$600.00	NM	
Weeks:	Start 10/08		End Da		Spots/Week 1	<u>Rate</u> \$600.00					, -
Spots:		ay Air		Air Time Descrip		Start/End Time		th Ad-ID			Rate Type
	1 WESHM	10.	/08/12	12:28 PM M-F NO	OON NEWS 12-12:30	12:00-12:30 PM	:	30 USPRTV19A	ACH .		\$600.00 NM
14 10/02/	12 10/0	5/12	Days	of Our Lives	1:00-2:00 PM	-1111	:30	4	\$700.00	NM	
Weeks:	Start 10/01	Date	End Da 10/07/		Spots/Week 4	<u>Rate</u> \$700.00					
Spots:		ay Air		Air Time Descrip	·	Start/End Time	Leng	th Ad-ID			Rate Type
	1 WESHT		/02/12	2:00 PM Days o		1:00-2:00 PM		30 USPRTV19 <i>F</i>	ACH		\$700.00 NM
	2 WESHW	1 10	/03/12	1:43 PM Days o	f Our Lives	1:00-2:00 PM	:	30 USPRTV19#	ACH		\$700.00 NM
	4 WESHTI		/04/12	2:00 PM Days o		1:00-2:00 PM	•	30 USPRTV19A			\$700.00 NM
;	3 WESHF	10	/05/12	1:46 PM Days o	f Our Lives	1:00-2:00 PM	:	30 USPRTV19	ACH		\$700.00 NM
15 10/08/ Class)8/12 nmedi		of Our Lives -emptible without	1:00-2:00 PM notice	M	:30	1	\$700.00	NM	
Weeks:	: <u>Start</u> 10/08	<u>Date</u>	End D: 10/14/		Spots/Week 1	<u>Rate</u> \$700.00					
Spots:	_			Air Time Descrip	otion	Start/End Time	Leng	ıth ∙Ad-ID			Rate Type
	1 WESHM	10	/08/12	1:45 PM Days o	f Our Lives	1:00-2:00 PM	:	30 USPRTV19/	ACH		\$700.00 NM
16 10/02/	12 10/0	04/12	KATI	E COURIC DAY	2-3PM	-TWT	:30	1	\$500.00	NM	
Weeks	: <u>Start</u> 10/01	<u>Date</u> 1/12	End D 10/07/		Spots/Week 1	<u>Rate</u> \$500.00					
Spots:		a <u>y Ai</u> ı		Air Time Descrip		Start/End Time		ıth Ad-ID			Rate Type
	1 WESHT	h 10	/04/12	2:23 PM KATIE	COURIC DAY	2-3PM	:	30 USPRTV19/	ACH		\$500.00 NM
17 10/08/	12 10/0)8/12	KATI	E COURIC DAY	2-3PM	M	:30	1	\$500.00	NM	
Weeks	: <u>Start</u> 10/08	<u>Date</u> 3/12	End D 10/14/		Spots/Week 1	<u>Rate</u> \$500.00					
Spots:			r Date	Air Time Descri		Start/End Time		th Ad-ID			Rate Type
	1 WESHN	1 10	/08/12	2:45 PM KATIE	COURIC DAY	2-3PM	:	30 USPRTV19	ACH		\$500.00 NM
18 10/02/	12 10/0	05/12	M-F	3-4 PM	3:00-4:00 PM	-1111	:30	4	\$600.00	NM	
Weeks	10/0		End D 10/07/		Spots/Week 4	<u>Rate</u> \$600.00					
Spots:			<u>r Date</u>	Air Time Descri		Start/End Time		ath Ad-ID			Rate Type
	1 WESHT)/02/12	3:22 PM M-F 3-		3:00-4:00 PM		30 USPRTV19			\$600.00 NM
	4 WESHV		0/03/12	3:57 PM M-F 3-		3:00-4:00 PM		30 USPRTV19			\$600.00 NM
	2 WESHT 3 WESHF)/04/12)/05/12	3:56 PM M-F 3- 3:19 PM M-F 3-		3:00-4:00 PM 3:00-4:00 PM		30 USPRTV19 30 USPRTV19			\$600.00 NM \$600.00 NM
	O VVEORE		1100112	3. 13 F IVI IVI-F 3-	→ L1A1	3.00-4.00 PM		OO OSPRIVES	ACII		φυσυ.υσ 14101

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\$600.00

NM

3:00-4:00 PM

See MG 25.2





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 936480-1 | 10/14/12 | October 2012 | 10/01/12 - 10/08/12

Advertiser Product Estimate Number
American Crossroads - Iss AMERICAN CROSSROADS 692

www.	wesh.com									
							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
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1		0								
	Weeks:	Start Date 10/08/12	End Date MTWTFS 10/14/12 M		<u>Rate</u> \$600.00					
	Spots: # Ch				Start/End Time	Lenat	h Ad-ID			Rate Type
	. –		/08/12 3:19 PM M-I		3:00-4:00 PM		0 USPRTV1	9асн		\$600.00 NM
	0 10/02/12	10/05/12	M-F 4-5 PM NEWS	M-F 4-5 PM	-1111	.20		\$800.00	NIR #	
2	10/02/12	10/05/12	IVI-F 4-5 PIVI NEVVS	IVI-F 4-5 PIVI	-1111	:30	4	\$800.00	NM	
	Weeks:	Start Date	End Date MTWTFS		Rate					
	0 . " 0	10/01/12	10/07/12 -1111-	·	\$800.00					
	Spots: # Ch				Start/End Time		th Ad-ID	04611		Rate Type
				F 4-5 PM NEWS F 4-5 PM NEWS	M-F 4-5 PM M-F 4-5 PM		30 USPRTV1 30 USPRTV1			\$800.00 NM \$800.00 NM
				F 4-5 PM NEWS	M-F 4-5 PM		O USPRTV1			\$800.00 NM
				F 4-5 PM NEWS	M-F 4-5 PM		30 USPRTV1			\$800.00 NM
느							0 031 11112	57ACII		\$000.00 THM
2	1 10/08/12	10/08/12	M-F 4-5 PM NEWS	M-F 4-5 PM	M	:30	1	\$800.00	NM	
	Weeks:	Start Date	End Date MTWTFS	Spots/Week	Rate					
		10/08/12	10/14/12 M		\$800.00					
	Spots: # Ch		r Date Air Time De	scription	Start/End Time	Leng	th Ad-ID			Rate Type
	1 W	ESHM 10	0/08/12 4:12 PM M-	F 4-5 PM NEWS	M-F 4-5 PM	:3	30 USPRTV1	9асн		\$800.00 NM
2:	2 10/02/12	10/05/12	M-F 5-6 PM ROT	5:00-6:00 PM	-1111	:30	4	\$1,400.00	NM	*
	Weeks:	Start Date	End Date MTWTFS	Spots/Week	Rate	-				
		10/01/12	10/07/12 -1111-	- 4	\$1,400.00					
	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
				F 5-6 PM ROT	5:00-6:00 PM		30 USPRTV1			\$1,400.00 NM
				F 5-6 PM ROT	5:00-6:00 PM		30 USPRTV1			\$1,400.00 NM
				F 5-6 PM ROT	5:00-6:00 PM		30 USPRTV1			\$1,400.00 NM
<u></u>	4 1/1	ESHF 10	0/05/12 5:42 PM M-	F 5-6 PM ROT	5:00-6:00 PM		30 USPRTV1	.9ACH		\$1,400.00 NM
2	3 10/08/12	10/08/12	M-F 5-6 PM ROT	5:00-6:00 PM	M	:30	1	\$1,400.00	NM	
	Weeks:	Start Date	End Date MTWTFS		Rate					
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	Spots: # Ch				Start/End Time		th Ad-ID	• -		Rate Type
Ь.	1 VVI	ESHM 10	0/08/12 5:28 PM M-	F 5-6 PM ROT	5:00-6:00 PM	:	30 USPRTV1	.9ACH		\$1,400.00 NM
2	4 10/02/12	10/05/12	M-F 6-6:30 PM	M-F 6-6:30 PM	-111	:30	3	\$2,000.00	NM	
	Weeks:	Start Date			Rate					
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	J 10/00/12	10/00/12	IVI-I 0-0.30 PIVI	IVI-F 0-0.30 PIVI	lal as as as as	.30	ı	φ∠,000.00	INIVI	
	Weeks:	Start Date 10/08/12	End Date MTWTFS		<u>Rate</u> \$2,000.00					
	Spots: # Ch			·	Start/End Time	Lend	th Ad-ID			Rate Type
		ESHF 10		Sun Nightly News	6:30-7:00 PM		30 USPRTVI	19асн		\$2,750.00 NM
	1 W			F 6-6:30 PM	M-F 6-6:30 PM	:	00			\$ 2,000.00 NM



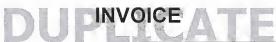


WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

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Advertiser	Product	Estimate Number
American Crossroads - Issu	AMERICAN CROSSROADS	692

www.we	esh.com										
								Spots/		_	
Line	Start Date	End Date	Descrip	tion	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
26	10/02/12	10/05/12	M-F En	tertainment Ton	igt7:00-730 PM [*]	-1111	:30	4	\$1,600.00	NM	
V	Veeks:	Start Date	End Date		Spots/Week	Rate					
_		10/01/12	10/07/12		4	\$1,600.00					
8	Spots: # Ch			Air Time Descrip	<u>otion</u> Itertainment Tonight	Start/End Time		<u>th Ad-ID</u> 30 USPRTV1	QACU.		Rate Type \$1,600.00 NM
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27	10/08/12	10/08/12	MEE	tertainment Ton	:~k7:00 720 DM	M	.20	- 1	\$1,600.00	NINA	
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ν	Veeks:	Start Date	End Date		Spots/Week	Rate #1 600 00					
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V	Weeks:	Start Date	End Date		Spots/Week	Rate					
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	Spots: <u>#</u> Ch 1 WF		//08/12	Air Time Descrii 8:27 PM Mon N	BC Prime VOICE	Start/End Time Prime Other		<u>th</u> <u>Ad-ID</u> 30 usprtv1	.9ACH		<u>Rate Type</u> \$9,000.00 NM
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29	10/02/12	10/05/12	M-F Ac	cess Hollywood	Access Hollywood	4 -TTTT	:30	4	\$1,600.00	NM	
\	Weeks:	Start Date	End Dat		Spots/Week	Rate					
	Spots: # Ch	10/01/12 Day Ai	10/07/12 r Data	? -1111 Air Time Descri	4	\$1,600.00 Start/End Time	Lone	th Ad-ID			Rate Type
,	. –				ccess Hollywood	Access Hollywo		<u>101 AU-112</u> 30 USPRTV3	L9ACH		\$1,600.00 NM
					ccess Hollywood	Access Hollywo		30 USPRTVI			\$1,600.00 NM
	4 WE	ESHTh 10	/04/12		ccess Hollywood	Access Hollywo		30 USPRTVI	L9ACH		\$1,600.00 NM
	2 WE	ESHF 10	/05/12	7:46 PM M-F A	ccess Hollywood	Access Hollywo	ood / :	30 USPRTV	L9ACH		\$1,600.00 NM
30	10/08/12	10/08/12	M-F Ac	cess Hollywood	Access Hollywood	/ M	:30	1	\$1,600.00	NM	
			ately Pre-e	mptible without	notice						
'	Weeks:	Start Date 10/08/12	End Dat 10/14/12		Spots/Week 1	<u>Rate</u> \$1.600.00					
5	Spots: # Ch			 Air Time Descri	ption	Start/End Time	Lend	th Ad-ID			Rate Type
	. –		0/08/12		ccess Hollywood	Access Hollywo		30 USPRTV	19асн		\$1,600.00 NM
31	10/02/12	10/06/12	M-Su N	News @ 11PM	11-1135p	-11111-	:30	5	\$1,800.00	NM	
						****			Ţ1,000.00	1.4141	
'	Weeks:	Start Date 10/01/12	End Dat 10/07/12		Spots/Week 5	<u>Rate</u> \$1,800.00					
,	Spots: <u>#</u> Ch			2 ~11111- <u>Air Time</u> <u>Descri</u>	_	\$1,800.00 Start/End Time	Lend	th Ad-ID			Rate Type
`				11:31 PM M-Su I		11-1135p		30 USPRTV	19асн		\$1,800.00 NM
				11:26 PM M-Su I	_	11-1135p		30 USPRTV			\$1,800.00 NM
	3 WI	ESHTh 10)/04/12	11:27 PM M-Su I	News @ 11PM	11-1135p		30 USPRTV			\$1,800.00 NM
				11:33 PM M-Su I	News @ 11PM	11-1135p		30 USPRTV			\$1,800.00 NM
	4 WI	ESHSa 10	0/06/12	11:27 PM M-Su I	News @ 11PM	11-1135p	:	30 USPRTV	19асн		\$1,800.00 NM
32	10/08/12	10/08/12	M-Su I	News @ 11PM	11-1135p	M	:30	1	\$1,800.00	NM	
1	Weeks:	Start Date			Spots/Week	Rate					
	Spots: # Ch	10/08/12	10/14/13 ir Date		1 Intion	\$1,800.00 Start/End Time	1 000	ath Ad ID			Pate Type
1	. –			<u>Air Time</u> Descri 11:29 PM M-Su		Start/End Time 11-1135p		g <u>th Ad-ID</u> :30 USPRTV	19ACH		<u>Rate</u> <u>Type</u> \$1,800.00 NM
											,.,





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice # Invoice Date Invoice Month Invoice Period 10/14/12 936480-1 October 2012 10/01/12 - 10/08/12

Estimate Number Product <u>Advertiser</u> American Crossroads - Issi AMERICAN CROSSROADS 692

41 10/07/12

10/07/12

www.	esh.com										
******	0011.00111							Spots/			
ine	Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
33	10/02/12		NBC Tonigh		11:35P-12:35XM	-1111	:30	4	\$750.00	····· ~NM	
		Start Date		MTWTFSS	Spots/Week	Rate					
		10/01/12	10/07/12 -	-1111	4	\$750.00					
	Spots: # Ch			me Descript		Start/End Time		n <u>Ad-ID</u>)		Rate Type
				AM NBC To	•	11:35P-12:35XN 11:35P-12:35XN		O USPRTV19 O USPRTV19			\$750.00 NM
			/03/12 11.46 /04/12		night Show	11:35P-12:35XI		_	ласп		\$750.00 NM \$750.00 NM
	, •••	See MG		7420 70	ngin circu	77.007 72.00%		•			\$750.00 TW
	3 WE	SHF 10	/05/12 12:20	AM NBC To	night Show	11:35P-12:35XI	M :3	0 USPRTV19	ЭАСН		\$750.00 NM
34	10/08/12 Class of Tin	10/08/12 ne - Immedi	NBC Tonigh ately Pre-emptil		11:35P-12:35XM otice	M	:30	1	\$750.00	NM	
	Weeks:	Start Date 10/08/12		MTWTFSS M	Spots/Week 1	<u>Rate</u> \$750.00					
	Spots: # Ch	<u>Day</u> Air		me Descript	ion	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WE	SHM 10	/08/12 11:59	PM NBC To	night Show	11:35P-12:35XI	M :3	0 USPRTV19	9асн		\$750.00 NM
35	10/04/12	10/04/12	NBC Prime	ROCK CEN	Π10:00-11:00 PM	T	:30	1	\$4,500.00	NM	
	Weeks:	Start Date 10/01/12		MTWTFSS	Spots/Week	<u>Rate</u> \$4,500.00					
	Spots: # Ch			ime Descript	•	Start/End Time	Lenat	h Ad-ID			Rate Type
	. –				me ROCK CENTER	10:00-11:00 PM		0 USPRTV1	9асн		\$4,500.00 NM
36	10/05/12	10/05/12	NBC Prime	DATELINE	10:00-11:00 PM	F	:30	1	\$4,000.00	NM	
	Weeks:	Start Date		MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	10/01/12 Day Air		F ime Descript	1	\$4,000.00 Start/End Time	Longi	h Ad-ID			Rate Type
					me DATELINE	10:00-11:00 PM		O USPRTV1	9асн		\$4,000.00 NM
37	10/06/12 Class of Tir	10/06/12	Sat 5-6a ptible with notic	· A	Sat 5-6a	1-	:30	1	\$100.00	NM	
	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	10/01/12 Day Ai		1- ime Descrip	1 tion	\$100.00 Start/End Time	Lengt	h Ad-ID			Rate Type
	. –	ESHSa 10		AM Sat 5-6		Sat 5-6a		10 USPRTV1	9асн		\$100.00 NM
38	10/06/12	10/06/12	NBC Saturd	day	Sat 8-10am	S-	:30	1	\$1,400.00	NM	
	10/	Ctart Data	Frd Data	MTHEEC	Co-4-084I-	Dete					
	Weeks:	10/01/12		<u>MTWTFSS</u> S-	Spots/Week 1	<u>Rate</u> \$1,400.00					
	Spots: # Ch			ime Descrip	tion	Start/End Time	Lengt	th Ad-ID			Rate Type
	1 WE	ESHSa 10		AM NBC Sa	turday	Sat 8-10am	:3	0 USPRTV1	9асн		\$1,400.00 NM
39	10/06/12	10/06/12	SA/SU 6-6:	30 PM	SA/SU 5:58-6:30 P	lS-	:30	1	\$1,400.00	NM	
	Weeks:	Start Date 10/01/12		MTWTFSS	Spots/Week 1	<u>Rate</u> \$1,400.00					
	Spots: # Ch			ime Descrip		Start/End Time	<u>Leng</u>	th Ad-ID			Rate Type
	1 W	ESHSa 10	0/06/12 6:10	PM SA/SU	6-6:30 PM	SA/SU 5:58-6:	30 Pl :3	30 USPRTV1	9АСН		\$1,400.00 NM
	10/07/12	10/07/12	NBC Sunda	ay Today	8:00-9:00 AM/9-11	4S	:30	1	\$1,800.00	NM	
40											
40	Weeks:	Start Date		MTWTFSS	Spots/Week	Rate *4 800 00					
40	Weeks: Spots: # Ch	10/01/12	10/07/12	MTWTFSS S ime Descrip	1	<u>Rate</u> \$1,800.00 <u>Start/End Time</u>	lena	th Ad-ID			Rate Type

:30

\$1,500.00

NM

CHRIS MATTHEWS WKICHRIS MATTHEW: -----S





Payment Terms 30 Days

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 936480-1 | 10/14/12 | October 2012 | 10/01/12 - 10/08/12

Advertiser Product Estimate Number

American Crossroads - Isst AMERICAN CROSSROADS 692

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								Spots/			
Line	Start Date	End Date	Description	n	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
-	Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS S	Spots/Week 1	<u>Rate</u> \$1,500.00	+	-4.5	S. Carlot S. Mar.		
	Spots: <u>#</u> Ch 1 Wi			Time Descrip 0 AM CHRIS	<u>tion</u> MATTHEWS WKNI	Start/End Tim OEM CHRIS MATT		<u>th Ad-ID</u> 30 usprtv:	19асн		<u>Rate</u> <u>Type</u> \$1,500.00 NM
42	10/07/12	10/07/12	SA/SU 6-6	5:30 PM	SA/SU 5:58-6:30	PiS	:30	1	\$1,400.00	NM	-
	Weeks:	Start Date 10/01/12	End Date 10/07/12	<u>MTWTFSS</u> S	Spots/Week 1	Rate \$1,400.00					
		n <u>Day Air</u> ESHSu 10		Time Descrip 0 PM SA/SU		Start/End Tin SA/SU 5:58-6	~	th <u>Ad-ID</u> 30 USPRTV:	19аСн		<u>Rate</u> <u>Type</u> \$1,400.00 NM
43	3 10/07/12	10/07/12	NFL		8:00PM-conclusion	nS	:30	1	\$12,000.00	NM	
	Weeks:	Start Date 10/01/12	End Date 10/07/12	<u>MTWTFSS</u> S	Spots/Week 1	<u>Rate</u> \$12,000.00					-
		n <u>Day Air</u> ESHSu 10		Time Descrip 9 PM NFL	<u>otion</u>	Start/End Tin 8:00PM-cond		th Ad-ID 30 USPRTV	19асн		<u>Rate</u> <u>Type</u> \$12,000.00 NM
44	1 10/07/12 Class of Ti	10/07/12 me - Pre-em	Sun 5-6a ptible with not	ice	Sun 5-6a	S	:30	1	\$100.00	NM	
	Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS S	Spots/Week 1	<u>Rate</u> \$100.00					
			<u>Date Air</u> 107/12 6:0			Start/End Tir Sun 5-6a		<u>th Ad-ID</u> 30 USPRTV	19асн	_	<u>Rate Type</u> \$100.00 ·NM
						Total Spots		90			

Gross Total \$121,350.00

Agency Commission

\$18,202.50

Net Amount Due

\$103,147.50